37-43 remain pending in the application. The undersigned thanks the Examiner for the thoroughness of his written basis for the rejection of the claims.

Claims 1, 2-7, 9, and 10 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Angles et al. in view of the Netscape reference. Further, claim 7 and 8 stand rejected under this same section as being unpatentable over Angles et al. and the Netscape reference in view of Merriman et al. These rejections are respectfully traversed for the reasons discussed below.

Angles et al. is directed to a system for delivering advertising that is embedded into web pages requested by the user. The user registers with the advertising provider and is assigned a member code that is stored on the user's computer as a cookie. When the user requests a web page from a content provider that uses the advertising provider's services, the returned web page includes a link (advertising request) that results in the user's browser contacting the advertising provider's computer to request an advertisement. The advertising computer then accessing the member's code and, using the user's profile that was obtained at registration, accesses a custom advertisement that is returned to the user's computer and combined with (embedded into) the displayed web page. The content provider also registers initially with the advertising provider and is assigned a content provider script and code that can also be used in selecting appropriate advertising.

Applicant's invention, as defined in amended claim 1, is different in a number of ways. First, the invention of claim 1 is not directed to the use of a browser to display advertisements, much less ones embedded into a third party web page, but rather to a separate application program that displays advertisements or other such informational data outside of the browser application in response to user action in selecting links to web pages or other information resources. Second, the invention of claim 1 does not require the information resource to include an advertising request to obtain targeted advertising. Rather, the claimed data sets that are used in targeting the advertising can (but need not) be locally-stored along with the advertising. Thus, the advertisement can be displayed immediately, without having to wait for it to be first

identified by the requested web page as in the Angles et al. system. This means that the advertisement can be displayed for viewing while the user is waiting for the requested web page to be retrieved and loaded. In this regard, the user's computer need not even be concurrently connected to the Internet or any other network to display its advertising, as required in the Angles et al. system. These differences are recited in amended claim 1, which states that:

> wherein said first program module is operable in response to selection of a first one of said links to activate a separate browser application and retrieve the associated information resource using the browser application, said first program module further being operable in response to selection of the first link to notify said second program module of the selection of said first link, whereby said informational data is displayed in said second region of the graphical user interface of said first program module independently of the display of the information resource by said browser application.

Furthermore, as this quoted portion of claim 1 indicates, the first and second program modules are separate from the browser application used to display the requested information resource. That is, claim 1 recites that, in response to the user selecting a link, the first program module activates a separate browser to display the requested information resource and then notifies the second program module which, as stated later in the claim, selects an advertisement or other informational data to display in the appropriate region provided by the first program module. Thus, although Angles et al. discloses the use of a plug-in for display of advertisements in a separate window, it does not provide the advertising using Applicant's claimed notification and display approach that is the subject of claim 1.

The Netscape reference, Merriman et al., and the other prior art of record has been reviewed and Applicant respectfully submits that none of these references, whether considered singly or in combination, disclose or suggest the invention of amended claim 1. Accordingly, claim 1 is believed to patentably distinguish the prior art. Claims 2-10 each ultimately depend from claim 1 and should be allowable therewith.

Claims 21-25 stand rejected under 35 U.S.C. § 102(b) as being anticipated by the Netscape reference. This rejection is respectfully traversed for the following reasons.

The Examiner's application of basic browser technology and, in particular, the Netscape reference to claims 21-25 is acknowledged and understood. In response, a portion of claim 24 has been substantially incorporated into independent claim 21 along with additional changes which together is believed to render claim 21 patentably distinct over the Netscape and other prior art of record.

As amended, claim 21 recites that the third region of the displayed graphical user interface includes:

> a plurality of user-selectable link category buttons each associated with a different data set, said data sets each comprising a number of links to different information resources, wherein said program is operable in response to selection of one of said link category buttons to display the links from the data set associated with said one of said link category buttons, with said program further being operable in response to selection of one of the displayed links to provide the user with access to its associated information resource via a browser application.

Applicant respectfully submits that neither the Netscape reference nor any of the other prior art of record teach or suggest this feature; namely, the provision of link category buttons that provide a display of associated links which can be selected by the user to access its associated web page or other information resource. The folder buttons used to organize Netscape bookmarks are not incorporated into a separate region of the user interface, as recited in claim 21, but are displayed within a separate window that is not a part of the application window containing the menu items, location bar, etc.

Accordingly, Applicant respectfully submits that claim 21 patentably distinguishes over the prior art. Claims 22-25 each ultimately depend from claim 21 and are allowable therewith.

Claims 37-43 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Merriman et al. in view of the Netscape reference. The rejection is respectfully traversed for the reasons discussed below.

Merriman et al. is similar to Angles et al. in that it relies on the use of the content provider's web pages having an embedded reference to the advertising server in order to obtain the advertisement and, further, uses user-specific information, such as the user's IP address or the information contained in a received cookie, to look up user information for use in selecting (targeting) the advertising to the user. The selected advertisement is then incorporated into the requested web page, as in the Angles et al. system. However, in the invention recited in amended claim 37, the advertisements or other display objects, as well as their associated category identifiers and/or software application identifiers, are stored locally (i.e., along with the executable program itself). This permits advertising to be targeted, not simply according to the content of the requested web page (which is determined by the third party) or the user demographic data stored at the advertising server, but rather by the user's actions according to category-specific associations stored locally on the user's computer.

Moreover, while other systems in the prior art of record provide for local storage and offline display of advertisements, they do not utilize the claimed category or software application identifiers to target the advertisement according to user actions on his or her computer. That is, they do not disclose such a system in which locally-stored category or software application identifiers are utilized in response to user action to select an advertisement or other display object.

Accordingly, claim 37 is believed to patentably define over the prior art of record. Claims 38-43 each ultimately depend from claim 37 and should be allowed therewith.

In view of the foregoing, Applicant respectfully submits that all claims pending are allowable over the prior art of record. Reconsideration is therefore
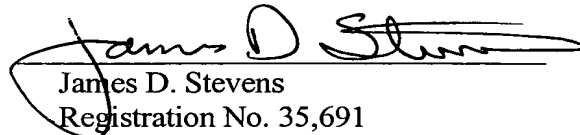
requested. The Examiner is invited to telephone the undersigned if doing so would advance prosecution of this case.

Our check in the amount of $190 for a two (2) month extension of time is enclosed. The Commissioner is hereby authorized to charge any deficiencies or fees or credit any overpayment associated with this communication to Deposit Account No. 50-0852. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

REISING, ETHINGTON, BARNES,
KISSELLE, LEARMAN & McCULLOCH, P.C.

James D. Stevens
Registration No. 35,691
P.O. Box 4390
(248) 689-3500
Troy, Michigan 48099

Date: **May 1, 2000**
JDS/js